

Aaron Baird

Health IT, Digital Health, and Health Analytics Researcher and Educator
Robinson College of Business, Georgia State University

EMPLOYMENT

Associate Professor , <i>Robinson College of Business, Georgia State University</i> Institute of Health Administration (primary appointment) Department of Computer Information Systems (secondary appointment)	2019-
<i>Assistant Professor, Robinson College of Business, Georgia State University</i>	2012-2018
<i>Research Associate, Robinson College of Business, Georgia State University</i> Center for Health IT (CHIT)	2012-
Center for Digital Innovation (CDIN)	2014-
Social Media Intelligence Lab (SMIL)	2018-
Developer, Analyst, and/or Team Lead (<i>for a variety of companies; please see LinkedIn for details</i>) University of California San Diego Penton Media, Inc. Data Systems & Solutions (a joint venture between SAIC and Rolls-Royce) WebCreate.com, Inc. Mesa Developmental Services Focus Technology Group	1996-2008

EDUCATION

Ph.D., Information Systems <i>W. P. Carey School of Business, Arizona State University</i>	2008-2012
M.B.A. <i>Anderson College of Business and Computing, Regis University</i>	2003-2004
B.S., Computer Science <i>Colorado Mesa University</i>	1996-2000

HONORS AND AWARDS

- 2020 Distinguished Member, Association for Information Systems
- 2019 Best Paper Award, Association for Information Systems (AIS) College of Senior Scholars
- 2019 Best Paper Award, Information & Organization
- 2017 Early Career Award, Association for Information Systems (AIS)
- 2017 CAHME/Cerner Award for Excellence in Healthcare Management Systems Education
- 2016 Best Reviewer Award, IS in Health Care Track at the International Conference in Information Systems (ICIS)

- 2016 Advisor for the team that took 1st place in the first GSU Health IT Slam Competition
- 2015 Advisor for the team that took 1st place at the HIT Leadership Summit Hackathon
- 2014 Best Research-in-Progress Paper, International Conference in Information Systems (ICIS)
- 2012 National Health Information Management and Systems Society (HIMSS) Scholarship
- 2011 Arizona Health Information Management and Systems Society (HIMSS) Scholarship

RESEARCH

Works Published

1. Baird, A. and Maruping, L. "The Next Generation of Research on IS Use: A Theoretical Framework of Delegation to and from Agentic IS Artifacts." *MIS Quarterly*, Forthcoming.
2. Singh, R., Baird, A., and Mathiassen, L. "Ambidextrous Governance of IT-enabled Services: A Pragmatic Approach." *Information & Organization*, 2020 (30:4), 1-14.
3. Baird, A., Angst, C., and Oborn, E., "Health Information Technology," in *MIS Quarterly Research Curations*, Ashley Bush and Arun Rai, Eds., <http://misq.org/research-curations>, June 20, 2018; updated September 2020. doi: 10.25300/06212018.
4. Baird, A., Kibbe, B., and Lesandrini, J. "Stakeholder Bias in Best Practice Advisories: An Ethical Perspective." *JAMLA Open*. 2020 (3:2), 142-145.
5. Baird, A., Sumner, A., and Xia, Y. "How U.S. Hospitals can Overcome Barriers to Automation of Electronic Clinical Quality Measurement (eCQM)." *Health Management, Policy and Innovation*, Spring 2020 (5:2), 1-14.
6. Baird, A. and Olivera, W. "Health Information Sharing and Exclusion in the Age of COVID-19." *Health Management, Policy and Innovation*, 2020 (5:1 Special issue on COVID-19), 1-12.
7. Baird, A., Mermin-Bunnell, K., and Lesandrini, J. "Ethics of Digital Contact Tracing by U.S. Employers during the COVID-19 Pandemic." *Health Management, Policy and Innovation*, 2020 (5:1 Special issue on COVID-19), 1-7.
8. Chen, L., Baird, A., and Straub, D. "A Linguistic Signaling Model of Social Support Exchange in Online Health Communities." *Decision Support Systems*, 2020 (30), 1-12.
9. Chen, L., Baird, A., and Rai, A. "Mobile Health (mHealth) Channel Preference: An Integrated Perspective of Approach-Avoidance Beliefs and Regulatory Focus." *Journal of the Association for Information Systems*, 2019 (20:12), 247-265.
10. Baird, A., Eaton, R., and Sumner, A. "Digital Health Strategy: An Updated Approach to Teaching Graduate-Level Health Information Systems." *Journal of Health Administration Education*, 2019 (36:3), 263-274.
11. Chen, L., Baird, A., and Straub, D. "An Analysis of the Evolving Intellectual Structure of Health Information Systems Research in the Information Systems Discipline." *Journal of the Association for Information Systems*, 2019 (20:8), 1023-1074. (Featured in *AIS InPractice*).
12. Chen, L., Baird, A., and Straub, D. "Fostering Participant Health Knowledge and Attitudes: An Econometric Study of a Chronic Disease-Focused Online Health Community." *Journal of Management Information Systems*, 2019 (36:1), 194-229.

13. Chen, L., Baird, A., and Straub, D. "Why Do Participants Continue to Contribute? Evaluation of Usefulness Voting and Commenting Motivational Affordances within an Online Knowledge Community." *Decision Support Systems*, 2019 (118), 21-32.
14. Singh, R., Baird, A., and Mathiassen, L. "Collaboration Risk Management in IT-Enabled Asymmetric Partnerships: Evidence from Telestroke Networks." *Information & Organization*, 2018 (28:4), 170-191. (*Best paper of the year award at Information & Organization and Best paper of the year awarded by AIS College of Senior Scholars.*)
15. Davidson, E., Baird, A., and Prince, K. "Opening the Envelope of Health Care Information Systems Research." *Information & Organization*, 2018 (28:3), 140-151.
16. Baird, A., Davidson, E., and Mathiassen, L. "Reflective Technology Assimilation: Facilitating Electronic Health Record Assimilation in Small Physician Practices." *Journal of Management Information Systems*, 2017 (34:3), 664-694.
17. Baird, A., Miller, C., T. S. Raghu, and Sinha, R. K. "Product Line Extension in Consumer Software Markets in the Presence Of Free Alternatives," *Information Systems Research*, 2016 (27:2), 282-301.
18. Baird, A. and T. S. Raghu. "Associating Consumer Preferences with Business Models for Digital Services," *European Journal of Information Systems*, 2015 (24), 4-22.
19. Baranick, E., Baird, A. and Vinze, A. "An Economic Framework for Transitioning to Capacity Building," *Global Public Health*, 2015 (10:1), 15-27.
20. Contributed to the Health IT section of Chapter 3, "Quality, Technology, and Medical Malpractice" of: Askin, E., and Moore, N. *The Health Care Handbook: A Clear and Concise Guide to the United States Health Care System, 2nd Edition*. Washington University, St. Louis, 2014.
21. Baird, A., and Nowak, S. "Why Primary Care Practices Should Become Digital Health Information Hubs for their Patients," *BioMed Central (BMC) Family Practice*, 2014 (15:190), 1-5.
22. Baird, A., Furukawa, M., Rahman, B., and Schneller, G. "Corporate Governance and the Adoption of Health Information Technology within Integrated Delivery Systems," *Health Care Management Review*, 2014 (39:3), 234-244.
23. Baird, A., T. S. Raghu, North, F., and Edwards, F. "When Traditionally Inseparable Services are Separated by Technology: The Case of Patient Portal Features Offered by Primary Care Providers," *Health Systems*, 2014 (3:2), 143-158.
24. Baird, A. "Making the Case for Leveraging the Patient Centered E-Health (PCEH) Context to Expand Information Systems Theory," *Communications of the Association for Information Systems*, 2014 (34), 365-380.
25. Rai, A., Chen, L., Pye, J., and Baird, A. "Understanding Determinants of Consumer Mobile Health (mHealth) Usage Intentions, Assimilation, and Channel Preferences," *Journal of Medical Internet Research*, 2013 (15:8 e149), 1-20.
26. Baird, A., Furukawa, M., and T. S. Raghu. "Understanding Contingencies Associated with the Early Adoption of Customer-Facing Web Portals," *Journal of Management Information Systems*, 2012 (29:2), 293-324.
27. Baird, A., T. S. Raghu, and Tullege-Scheitel, S. "The Role of Policy in the Prevention of Personal Health Record (PHR) Market Failure," *Journal of Information Technology and Politics*, 2012 (9:2), 117-132.
28. Baird, A. and Riggins, F. "Planning and Sprinting: Use of a Hybrid Project Management Methodology within a CIS Capstone Course," *Journal of Information Systems Education*, 2012 (23:3), 243-258.

Working Papers and Papers under Review

1. Baird, A., Cheng, Y., Xia, Y. “Telehealth after COVID-19: Should U.S. Hospitals Discontinue Virtual Visits after the Pandemic Subsidies?”
2. Choi, H., Keil, M., and Baird, A. “Motivating Use of Smartwatch Health Promotion and Health Prevention Applications: A Regulatory Fit and Locus of Control Perspective.”
3. Chen, L., Baird, A., and Straub, D. “Motivating and Sustaining User Engagement in Online Knowledge Exchange Platforms: A Reinforcement Theory Perspective.”
4. Choi, H., Keil, M., and Baird, A. “Motivating Increased Physical Activity: An Examination of an IT-Enabled Competition Mechanism and Intrinsic Motivation Moderators.”
5. Chen, L., Rai, A., and Baird, A. “Consumer Awareness and Use of Mobile Health Services in India: An Empowerment Perspective.”

Conferences and Workshops

1. Baird, A. and Maruping, L. “Toward a Theory of Delegation in Human-IS Artifact Interactions: An Agentic Perspective,” *MIS Quarterly Next Generation Theory Special Issue Workshop*, University of Maryland, Washington, D.C., 2019.
2. Baird, A. and Maruping, L. “Distributing Agency between Users and Information System (IS) Artifacts: Toward a Theory of User-Artifact Delegation,” *Post-ICIS MIS Quarterly Next Generation Theory Special Issue Workshop*, San Francisco, CA, 2018.
3. George, A., Ramesh, B., and Baird, A. “Contextualized Theorization in Gamification: An Environmental Enrichment Perspective,” *Post-ICIS MIS Quarterly Next Generation Theory Special Issue Workshop*, San Francisco, CA, 2018.
4. Chen, L., Baird, A., and Straub, D. “Why Do Users Participate in Online Communities? The Effects of Motivational Affordances, Comments, and Peer Contribution on Continuance,” *Americas’ Conference on Information Systems (AMCIS)*, New Orleans, LA, 2018.
5. Baird, A. and Riggins, F. “A Resource Complementarity View (RCV) of Value Creation in the Context of Connected Smart Devices,” *Hawaii International Conference on System Sciences (HICSS) 49*, 2016.
6. Baird, A., T. S. Raghu, and Rai, A. “Toward a Theory of Persuasive IS Artifact Design,” *JAIS Theory Development Pre-ICIS Workshop*, Fort Worth, TX, 2015.
7. Rai, A., Baird, A., and Pye, J. “Impacts of Value-Based Goals and Care Coordination on U.S. Hospital Effectiveness,” *Patient-Centric Healthcare Management in the Age of Analytics Conference at Indiana University*, Oct. 9-10, 2015.
8. Pye, J., Rai, A., and Baird, A. “Health Information Technology in U.S. Hospitals: How Much, How Fast?” *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, 2014. (Winner of best research-in-progress paper award).
9. Rai, A., Chen, L., and Baird, A. “Consumer use of mobile health (mHealth): An integrated individual and local influence mechanisms evaluation,” *Workshop on Health IT and Economics (WHITE)*, Washington, D.C, 2013.
10. Baird, A., Rai, A., T. S. Raghu, and Sambamurthy, V. “Toward a persuasive design theory of information systems,” *Center for Process Innovation (CEPRIN) Workshop*, Atlanta, GA, 2013.

11. Singh, R., Baird, A., and Mathiassen, L. “Absorptive capacity co-creation of IT value: Evidence from two telestroke networks,” *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
12. Chen, L., Rai, A., and Baird, A. “The influence of individual- and regional- innovativeness and health risks on healthcare channel preferences,” *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
13. Baird, A., North, F., Edwards, F., and T. S. Raghu. “Patient perceptions of personal health records and patient portals,” *Workshop on Health IT and Economics (WHITE)*, Washington, D.C., 2013.
14. Baird, A., Furukawa, M., and T. S. Raghu. “Early adoption of patient portals by U.S. hospitals,” *Americas’ Conference on Information Systems (AMCIS)*, Detroit, MI, 2011.
15. Baird, A., Furukawa, M., and T. S. Raghu. “Hospital analytics adoption: Determinants of choice and performance impacts,” *Americas’ Conference on Information Systems (AMCIS)*, Detroit, MI, 2011.
16. Baird, A., North, F., and T. S. Raghu. “Personal Health Records (PHRs) and the future of the physician-patient relationship,” *iConference*, Seattle, Washington, 2011.
17. Baird, A., and T. S. Raghu. “Consumer perceptions of Personal Health Record (PHR) privacy and security,” *4th Annual Workshop on Information Assurance Research and Education*, Information Assurance Center, Arizona State University, 2011.
18. Baird, A., Furukawa, M., and T. S. Raghu. “Adoption of patient-centric information systems by ambulatory care providers,” *Workshop on Health IT and Economics (WHITE)*, Washington, D.C., 2010.
19. Baird, A. and T. S. Raghu. “Are EMR and clinical analytics systems impacting hospital quality and efficiency?” *Claremont Graduate University Spring Health Informatics Workshop*, 2010.

TEACHING

Courses Taught

1. *HA 8670 Health Information Systems (Graduate, in the MBA/MHA and MSHA programs)*: Taught 7 sections of HA 8670 (Maymester 2014-2020, Fall 2020) with student evaluation scores for “Effectiveness of Instructor” ranging from 4.6 to 4.9 (on a 5.0 scale).
2. *Health Analytics Sprints*: I led health analytics sprints (2019-2020, 2020-2021) for the Institute for Insight focused on: 1) predicting what types of hospitals would use electronic Advance Care Planning tools, and 2) explaining and predicting telestroke adoption in Georgia and throughout the U.S.
3. *HA 3970 Health Information Systems (Undergraduate: For RCB as well as BIS students from CNHP)*: Taught 10 sections of HA 3970 (2013-2020) with student evaluation scores for “Effectiveness of Instructor” ranging from 4.6 to 5.0 (on a 5.0 scale).
4. *HA 8389 Directed Readings*: Taught 3 sections (Spring 2018, Spring 2020, Summer 2020) of HA 8389 for doctoral students on Health IT Fellowships. These courses were customized to individual student interests and focused on generation of systematic literature reviews.
5. *HA 3900 Introduction to the U.S. Health Services Systems (Undergraduate)*: Taught 4 sections of HA 3900 (Fall 2012, Spring 2013, Fall 2013, Spring 2014) with student evaluation scores for “Effectiveness of Instructor” ranging from 4.7 to 4.9 (on a 5.0 scale).

Additional Instructional Activities

1. *Coordinator for the MBA Health Informatics Concentration:* The goal of the MBA concentration in Health Informatics is to provide students with specialized skills to improve healthcare services enabled by information technology. Such improvements focus on the information-intensive nature of healthcare institutions and processes to increase the quality and reduce the cost of healthcare services.
2. *Redesigned the HA 8670 Health Information Systems course (graduate)* from a full-semester course to a Maymester (compressed, 4 week) course and then to an 8 week “mini-mester” course. Shifted the content toward “Digital Health Strategy,” as further explained in our JHAE paper cited above. Included many new teaching innovations including inclusion of topic/article presentations by the students, incorporation of a number of in-class activities, an updated set of case studies, and an increased focus on structured query language (SQL).
3. *Redesigned the HA 3970 Health Information Systems course (undergraduate)* from a focus on RCB students to one that also focused on BIS students from the College of Nursing and Health Professions (CNHP). Included many new teaching innovations in the course redesign including significant use of LinkedIn Learning videos/courses (rather than using a book for the course), inclusion of a number of in-class activities, and redesign of the final project for the course.
4. *Designed HA 8389 Directed Readings from scratch* for interested Ph.D. students.
5. *Contributed to the Stanford University and Carnegie Mellon University Open Learning Initiative (OLI) Certified Associate in Healthcare Information and Management Systems (CAHIMS) preparation initiative* funded by NSF (2014).
6. *Participation in a number of experiential learning activities* including assisting with the *Health IT VOICE of the Industry Career Engagement Program* run by Phyllis Parker (Executive Director of the Center for Health IT), a health IT educational session for the *Georgia State Legislature*, and assisting each year with our department’s *Health Administration Case Competition* and *Administrative Residency* presentations.
7. *As a Ph.D. student, I assisted with the following courses:* Business Process Workflow and Analysis (graduate), CIS Capstone Course: Enterprise Systems Development (undergraduate), CIS Capstone Course: Practicing Real-World Skills (undergraduate), Global Innovation Management (undergraduate), Honors Introduction to Information Systems (undergraduate).

SERVICE

Editorial Boards

- Editorial Board, Information & Organization (2019-)
- Editorial Board, IEEE Transactions on Engineering Management (2017-)
- Editorial Board, Journal of Information Systems Education (2019-)

Referee

- MIS Quarterly (MISQ), Management Science (MS), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), European Journal of Information Systems (EJIS), Journal of the American Medical Informatics Association (JAMIA), Decision Support Systems (DSS), Health Systems (HS), Journal of Information Systems Education (JISE), IEEE Transactions on Engineering Management (IEEE TEM), Information & Organization (I&O), Journal of Medical Internet Research (JMIR), and others as requested.

- Grant review panelist for the National Science Foundation (NSF) in Washington, D.C. (2018)

Academic and Professional Organization Service

- 2021: “IS in Healthcare” Track Co-Chair for the International Conference in Information Systems (ICIS), Austin, TX.
- 2020 to present: Technical expert panel member on the CDC Public Health Informatics Office’s “Making EHR Data more Available for Research and Public Health (MedMorph)” evaluation panel leveraging FHIR for eCR use cases (<http://build.fhir.org/ig/HL7/fhir-medmorph/>)
- 2014 – 2020: Associate Editor (AE) for the International Conference on Information Systems (ICIS) “IS in Healthcare” Track
- 2020: Associate Editor (AE) for the “Creating value through digital innovation in health care” for the annual meeting of German IS researchers March 8th - 11th, 2021, Duisburg, Germany.
- 2017: Session Chair at the Conference for Health IT and Analytics (CHITA), November 2017.
- 2015 – 2016: Professional and Student Development Committee Chair, Georgia Health Information Management and Systems Society (GA HIMSS) Board of Directors.
- 2014: Reviewer for the book “A Practitioner’s Guide to Health Informatics” for publication consideration by Springer.
- 2014: Program committee member for the “HCI in Health and Wellness Workshop,” a joint pre-conference workshop conducted by SIGHCI and SIG-Health, AMICS 2014, Savannah, Georgia.
- 2012 – 2013: Contributing Member, Provider Value Proposition Task Force, HIMSS.
- 2010 – 2012: Student Representative, Arizona Health Information Management and Systems Society (AZ HIMSS) Board of Directors.

University, College, and Department Service

- 2020 – Present: RCB Graduate Programs Task Force
- 2019 – Present: RCB Faculty Advisory Committee
- 2019 – Present: RCB Undergraduate Steering Committee
- 2013 – Present: Member of multiple hiring committees in the Institute of Health Administration, Department of Management, Computer Information Systems, and for the Byrdine College of Nursing and Health Professions
- 2019: Host for a delegation from North-West University, South Africa
- 2012 – 2013, 2018 – 2020: CAHME Accreditation Participation
- 2012 – 2013, 2018 – 2020: AACSB Accreditation Participation
- 2015 – 2016: RCB Undergraduate Analytics Task Force

Dissertation Committees

Co-Chair

- William Olivera, Center for Digital Innovation (CDIN) Ph.D. Program, Plans to propose in 2022
- Jeremy Lee, Computer Information Systems (CIS) Ph.D. Program, Plans to propose in 2021
- Amber (Xinying) Liu, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, University of Houston Clear Lake, August 2020.
- Hyoungyong Choi, Computer Information Systems (CIS) Ph.D. Program, Plans to defend in Spring 2020, Assistant Professor, University of North Carolina Greensboro, 2020.

- Langtao Chen, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Missouri University of Science and Technology, 2016.

Committee Member Ph.D. Program Students

- Kambiz Saffarizadeh, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Marquette University, 2020.
- Amrita George, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, Marquette University, 2019.
- Alan Yang, Computer Information Systems (CIS) Ph.D. Program, Assistant Professor, University of Nevada Reno, 2018.
- Jessica Pye, Center for Digital Innovation (CDIN) Ph.D. Program, Assistant Professor, Arizona State University, 2017.
- Liwei Chen, Center for Digital Innovation (CDIN) Ph.D. Program, Assistant Professor, University of Cincinnati, 2016.

Committee Member DBA Program Students

- William Dicker, Class of 2021
- Audria King, Class of 2021
- Mindy Oberg, Class of 2021
- Osie Gaines, Class of 2021
- Jimmy Mahgoub, Class of 2020
- Esther Chance, Class of 2019
- Jessica Helsten, Class of 2019

FUNDING AND GRANTS

- NIH Clinical and Translational Science Awards (CTSA). Co-PI. Informatics Core Co-Director and member of the Informatics Core Steering Committee. Currently under review. Award potential of \$3,000,000 per year, \$15,000,000 maximum, for 2021-2026.
- Augusta University and Georgia State University Seed Award Program for Collaborative Clinical & Translational Research. 2020-2021. Co-PI. \$44,984. “Determinants, Impacts, and Spillover Effects of Telestroke Therapy in Georgia.” Press Release: <https://news.gsu.edu/2020/06/25/georgia-state-university-augusta-university-partner-to-support-health-research-in-georgia/>.
- Robinson College of Business (RCB) Summer Research Grants. After my first three years of summer funding, I received competitive summer research grant awards in 2016, 2017, 2018, 2019, and 2020.
- Georgia State University Open Access (BioMed Central) Publishing Grant. 2014. \$2,000. I was the principal applicant and recipient of the award.
- 2CI Health IT Grant. 2012-Present. Recruited and hired as a participating faculty member for the internally awarded and funded 2nd Century Initiative (2CI) program.

INDUSTRY COLLABORATIONS

2020 – 2021: Augusta University Health and Medical College of Georgia

Evaluation of the determinants, impacts, and spillover effects of telestroke therapy in Georgia through analysis of AHRF, HCUP, AHA, and CDC Wonder data. Also, a partner in the CTSA grant application.

2019 – 2020: WellStar

Developing a predictive model of advance care planning consultation and development. Also, evaluating sources of bias and potential ethical considerations of Best Practice Advisories (BPAs) in CDS systems.

2015 – 2016: Island Health Care

Analysis of productivity and quality data related to remote patient monitoring (RPM) use and corresponding nursing scheduling tactics.

2014 – 2015: Pruitt Health

Development of survey instrument for assessing automated pill packaging, routing, and dispense workflows.

2013 – 2016: Grady Health System

Oversight of graduate internships and undergraduate applied capstone projects.

2012 – 2013: Mayo Clinic

Research project: “Perceptions of patient portal features offered by primary care providers”

2009 – 2010: Maricopa County Department of Public Health

Design and development of software to assist the Maricopa County Department of Public Health with the allocation of scarce resources (vaccines) during the H1N1 outbreak.

ORGANIZATIONAL MEMBERSHIPS

Association of Information Systems (AIS)

Academy of Management (AoM)

Healthcare Data and Analytics Association (HDAA)

Healthcare and Information Management Systems Society (HIMSS)

Technology Association of Georgia (TAG)